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FOOD

# INFORMATION CALENDAR

OFFICE OF INFORMATION  
UNITED STATES DEPARTMENT OF AGRICULTURE

★ JAN 18 1944 ★

January 8, 1944

No. 40

FFFF ENTERS 1944 LAP..... with a fresh spurt of energy. By agreement, the OWI, OCD, WFA, and OPA are to operate all information programs on food production and use, rationing and price control as a single unified Food Fights for Freedom campaign, for the duration. This means that the general story of food in war will be woven into all food information programs, and that OCD, WFA, and OPA both in Washington and in the field will cooperate in carrying out all programs under the FFFF theme.

FFFF AS A SINGLE program has two purposes -- to build understanding of the wartime role of food and to stimulate action. To understand, people must know how much food we have, how it is divided up, how it fights at home and abroad, how purchasing power is related to the food supply, and why it is up to the average citizen to adjust to the wartime food situation. To stimulate action, we must tell how the people can make food fight for freedom -- farmers to meet their production goals; everyone who can to grow a Victory Garden, to volunteer for the Crop Corps, to preserve perishables; everyone to cut food waste, to eat the right foods for health and strength, to find alternates for scarce foods, and to make price control and rationing work.

THE JOINT PROGRAM book for the first quarter, "Food Fights for Freedom -- How Taking and Keeping the Home Front Pledge Helps Make Food Fight for Freedom," went to field information people last week. You will find it a good source of information to be adapted to local use in all media. Remember -- price control and rationing are to receive primary emphasis during the first quarter of 1944 by all the government agencies cooperating in food information programs.

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"KEEP THE HOME FRONT PLEDGE" ..... is the theme agreed upon by WFA, OPA, OCD, and OWI for emphasis during the first quarter of 1944. This slogan means that buyers pledge to pay no more than top legal prices, to accept no rationed goods without giving up ration stamps.

INFORMATION STAFFS of the government agencies participating will be faced with two specific programs -- (1) An intensified effort to gain understanding of the need for price control, as well as support for it among retailers and their customers, and (2) A straight educational job on the use of ration tokens. The first will run through the entire 3-month period coming to a climax in March, and the second will run through February. Background information is now being released to WFA and OPA field staffs.

IN RURAL AREAS, the principal job in this first quarter of 1944 is to secure full distribution of the leaflet, "Rationing and Price Control on the Farm." Also lists of top prices which farmers should charge for the things they sell are being prepared by OPA District Price Officers and placed with County Agents for distribution to farmers.

NATIONAL SUPPORT will be given to the overall program. Extensive radio support has been scheduled; a constant flow of news releases, cartoons and other graphic material will be maintained; and a one-reel movie short dramatizing the importance of food rationing and price observance will be shown in movie theaters throughout the country.

"USING TEMPORARY ABUNDANCES" ..... is an important part of our wartime food management program set up to promote the use of more abundant foods to balance out supplies of the scarce ones. Some of these abundances will be nationwide, some regional, but most of them will be local. Following is a quick sketch of the relatively abundant foods on the markets of the nation. Home economists, nutritionists, and others in a position to advise consumers on food buying and eating habits will be doing a real service on the food front by urging greater attention to these foods during the next few weeks, after checking to see if they are abundant locally:

POTATOES - fairly abundant all over.

CABBAGE - from Texas and Florida, abundant in Eastern and Central States.

SPINACH - from Texas liberal in the Southwest.....

SNAP BEANS - from Florida plentiful in Eastern States.

WINTER SQUASH - from California well distributed on Pacific Coast.

KALE - from Virginia plentiful in Eastern markets.

SWEET POTATOES - abundant all over the South.

BELL PEPPERS - from New York plentiful in most Eastern markets.

CITRUS FRUITS - are reaching mid-season abundance.

DRIED BEANS - plentiful, low in point value.

DRIED PEAS - plentiful, ration-free, including black eye peas.

FROZEN VEGETABLES - plentiful, ration-free except peas, corn and limas.

FRESH EGGS - saturating most Eastern markets.

CANNED SNAP BEANS AND CANNED GRAPEFRUIT JUICE - plentiful and ration-free.

USDA CLUBS TAKE PART IN FFFF ..... The USDA CLUB EXCHANGE of Jan. 7 carried a lead story on how club members could participate in the Food Fights for Freedom program. The clubs will be kept informed on the timing for emphasis on the various phases of FFFF such as Victory Gardens, Crop Corps, food conservation, etc. The suggestion was made that not only would FFFF make an interesting subject for a club meeting, but that members of the clubs might serve as speakers before local civic and other organized groups, and generally cooperate with the local FFFF programs.

WEA WARNS AGAIN ON CONTAINER SHORTAGE ... See USDA press release 1379-44.

WE'VE BEEN TELLING YOU to watch for a piece on farm transportation.  
It's out as Food Information Series No. 74. You'll want it.

HAVE YOU HAD ANY QUERIES ..... on the amount of food held in storage by the Government? If so, answers will probably be found in the statement, "WEA Food Stocks," issued as a press release (USDA 1391-44) this week.

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"POST-WAR AGRICULTURAL OBJECTIVES" ..... has just been issued to (1) be read for orientation by agricultural workers, (2) serve as a guide for those doing educational work, (3) provide a convenient outline for talks on post-war agriculture, and (4) suggest the use of simple language, instead of technical terminology, in speaking or writing on post-war agriculture. (No. 75 in the Food Information Series.)

LAST WEEK'S CALENDAR slipped down the ways without a date or number. For your convenience in filing -- it was dated January 1, 1944, No. 39.

LETTER FROM GROVER B. HILL Acting Administrator of the WFA, to the Hon. Ellison D. Smith, Chairman of the Senate Committee on Agriculture and Forestry, Dec. 20, 1943:

"THE FOOD ALLOTMENT PLAN outlined in the bill is intended to supplement the diets of all families now getting less than minimum amounts needed for good health and nutrition. The War Food Administration recognizes that many families are not getting adequate amounts of food. Those who are employed at good wages probably can well afford to pay the increased costs of food in recent years. However, there are many groups of workers such as school teachers, for example, whose salaries have always been rather low and who in most cases have not received increases in pay sufficient to cover higher living costs. The program provided by this bill would be of substantial assistance to groups of this kind, as well as to many unemployable groups such as aged people and those with physical handicaps. We believe a program of this general character would be very desirable. ....

"WE BELIEVE it is clear that the program authorized by this bill would not prevent increases in food prices. On the other hand, it would at least partly compensate low-income families for recent or prospective price increases..... "

Statement by Grover B. Hill, January 6, 1944:

"OUR LETTER to the Chairman of the Senate Committee on Agriculture and Forestry did not indicate our concurrence in all provisions of S. 1331. We do believe that a food allotment plan similar to that proposed in the bill would be desirable. However, as pointed out in the letter, adoption of such a plan should not be regarded as in any way a substitute for the administration's price stabilization program."

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#### NATIONAL FARM AND HOME HOUR

MONDAY, Jan. 10 - Gove Hambidge, Agricultural Research Administration, and Wallace Kaddery, "United Nations Look to the Future of Food and Agriculture." TUESDAY, Jan. 11 -- Dr. Hazel K. Steibeling, Assistant Chief, BHN&HE, "Nutrition and Home Science in 1943." WEDNESDAY, Jan. 12 -- Howard Zahniser, BPI, Know Your War Crops, #5, "Fruits." THURSDAY, Jan. 13 -- Foreign Economic Administration program featuring farmers recently returned from England: Robert J. Howard, Sherburne, N.Y.; Oscar Heline, Marcus, Iowa; and Earl Robinson, Mondovi, Wisconsin. FRIDAY, Jan. 14 -- Marshall Harris, BAE, Post-War Agriculture #6, "Tenure Problems During Demobilization." SATURDAY, Jan. 15 -- Special "A" Awards program, with War Food Administrator Marvin Jones, representatives of the Army and Navy, food processing industries, and others as speakers. They will go on the air from Washington. Looking ahead --- THURSDAY, Jan. 20 -- Secretary Wickard will speak on the "March of Dimes."

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#### CONSUMER TIME

WITH ORANGES, LEMONS, LILIES, tangerines, and kumquats about as plentiful as they'll be during any period of the year, CONSUMER TIME Saturday, Jan. 15, will feature "Citrus Fruits." That's at 12:15 EWT, NBC.

TAKE A LOOK ..... at the back page of the Calendar. Reproduced from a color rotogravure page of the Minneapolis Sunday Tribune, it shows how cartoons may be used in the FFFF campaign. This page was also used in the Des Moines Sunday Register. These cartoons were drawn by a staff artist based on facts supplied by the Department.



# Minneapolis Sunday Tribune

November 7, 1943

## Food Fights For Freedom BUT NEEDS YOUR HELP

By E. W. Knecht  
MAST PAGE WRITER

The extent and the length of this most tragic of all wars will depend in a large measure upon America's food—how successfully we produce it, how willingly and widely we share it, how carefully we save it and how wisely we use it.

Yet, the average American, the man who buys his war bonds regularly, conserves his tires, encourages his wife to save waste fats, just simply does not think what an important weapon food is. The plain fact is that for the war's duration, no matter how much the American farmer produces, we will always need more.

These drawings show you why this is so and where the food goes. They show how you can help shorten the war by regarding food as a soldier regards his ammunition—as something that it is foolish, if not downright treasonable to handle carelessly.



Our Armed Forces Require About 13 Per Cent of our total 1943 food production. All this does not represent an ADDITION to our usual food needs, because the men also ate when they were civilians. However, the average service man eats 50 per cent more than when he was a civilian, and that 50 per cent is one source of the increased demand. The services also require huge food reserves.



Though Lend-Lease Is Taking 10 Per Cent of our 1943 production, this trading with our friends works both ways. Last year, for example, Australia and New Zealand gave American armed forces nearly as much beef as we ourselves shipped out to ALL lend-lease countries. Most lend-lease food we send out goes to our hard-fighting Allies Great Britain and Russia.



Every Time a Dictator Is Kicked Out and a country liberated, our food becomes a vital weapon there. Though we provide such countries with enough food for their bare necessities—and then only after all our own needs are taken care of—that food is a tremendous psychological weapon. It makes friends for us in the liberated lands, and encourages hungry, enslaved peoples elsewhere to resist the Axis.



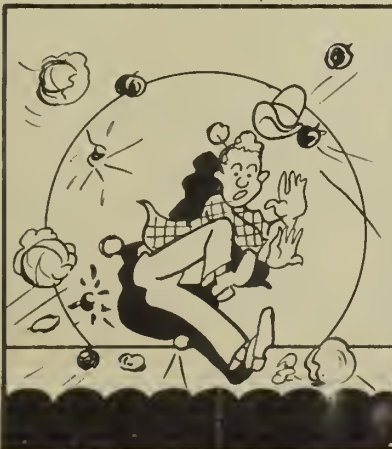
Uncle Sam Wishes to continue Harmonious Relations with his neighbors and territories. In 1943, about 2 per cent of our food production goes to them, but they in turn send us other foods as well as vital war materials such as rubber and minerals. Fertilizers they send us also helped the American farmer set new food production records in 1943 for the seventh consecutive years.



There's Actually As Much Food for Civilians Today as there was in 1939, but more hungry dollars are skulking around grocery stores to pounce upon it. Due to increased production, the CIVILIAN supply today, even after all war needs, equals the TOTAL average supply for ALL purposes in 1936-39. Then, however, lacking purchasing power, a third of the nation was undernourished. Now that third is buying.



You, the Civilian, Are Second in Line, behind nobody except your own armed forces, when our food is allocated. You may have to use nourishing substitutes occasionally, and maybe you can't always get exactly what you desire, but the government promises that come what may you will not go hungry. In turn, it asks that you observe all rationing rules. Rationing is merely sharing on the fairest basis.



Don't Waste Food. Waste is one of our worst enemies. The food we threw away this year would have taken care of all our military and lend-lease requirements. Production of food depends upon many variables, including weather, but you alone can control food conservation. This, in fact, can be your biggest single contribution to victory. And, in saving food, as in buying bonds, you help your pocketbook.



When Uncle Sam Cuts Up His Food Pie, you still get the biggest slice. Be careful that it doesn't give you a stomach-ache in your conscience. The soldier is doing his share to win the war. The farmer is doing his share (he will plant 16 million acres more in 1944 than in 1943.) But you have the soldier and the farmer greatly outnumbered. Food fights for Freedom. Give it a hand.

